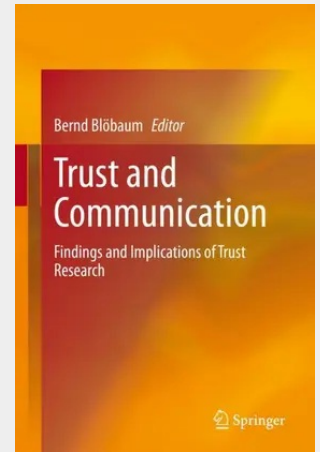


Trust and Communication

Findings and Implications of Trust Research

Trust is a fundamental concept in modern society. This book provides current findings of trust research from various disciplines: communication studies, information systems, educational and organizational psychology, sports psychology and economics. The volume analyses how trust relationships have changed and are still changing under the influence of digitalization. In addition to presenting the current state of research, the implications for trust relationships in the digital world are examined. The book brings together empirical findings with the implications for media, business, sports and science. It is of value to interdisciplinary researchers and graduate students.

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